

Maryland Quits Tobacco: 6th Lowest Rate in the Nation

\$550,000 in Funding Boosts Childhood Smoking Prevention Efforts Statewide Improvement Shows Much Remains to be Done

Department of Health & Mental Hygiene News Release

Baltimore, MD (October 5, 2010) - Maryland anti-smoking advocates and the Maryland Department of Health and Mental Hygiene (DHMH) joined with Food and Drug Administration (FDA) Principal Deputy Commissioner Dr. Joshua M. Sharfstein today celebrating Maryland's 32 percent drop in adult smoking - more than twice the national average. In an effort to sustain the progress, DHMH also announced new FDA funding to enhance enforcement that keeps tobacco away from children.

"We've made significant progress in the battle against smoking and tobacco-related disease because our public and private partners are working hard to help adults quit smoking and keep children from starting," said John M. Colmers, DHMH Secretary. "While we've done more with less in tough economic times to reduce tobacco use, we remain committed to doing more. The health and future life expectancy of Maryland's children and adults are at stake."

Dr. Joshua M. Sharfstein, the FDA's Principal Deputy Commissioner and former Baltimore City Health Commissioner, was also on hand to announce a \$552,890 enforcement contract with DHMH for statewide tobacco retailer inspections and enforcement. He was joined by Dr. Lawrence R. Deyton, Director of the FDA's Center for Tobacco Products. The money will aid Maryland's efforts to keep cigarettes and other tobacco products from being sold illegally to minors under the age of 18. Enforcement efforts under the FDA contract are expected to begin later this month.

"Tobacco is the leading cause of preventable death in Maryland and in the U.S. so it is essential we keep children from becoming addicted. Tobacco retailers anywhere in Maryland need to know that if you sell tobacco to minors, we're going to catch you," said Frances Phillips, DHMH Deputy Secretary for Public Health Services. "Today, there are new federal powers to regulate tobacco labeling, marketing and sales, and we look forward to working with Principal Deputy Commissioner Sharfstein and our new partners at the FDA to push smoking rates lower to protect Maryland families from this addictive killer."

Among the many factors cited for lowering Maryland's tobacco usage are the 2007 Clean Indoor Air Act, which prohibits smoking in all public indoor places including the workplace, restaurants and bars; the one-dollar per pack increase in the tobacco tax and the Maryland Tobacco Quitline (1-800-QUIT-NOW; www.smokingstopshere.com) which has helped thousands of Marylanders beat their addiction to tobacco. Since 2006, over 50,000 Marylanders seeking to quit their tobacco addiction have called the Quitline, more than 12,000 in fiscal year 2010 alone.

As a result, by 2009, Maryland more than doubled the national rate of decline in tobacco use among the population.

Maryland Tobacco Use Average

1998	2009
22.4%	15.1%

32.6% Decline

United States Tobacco Use Average

1998	2009
24.1%	20.6%

14.5% Decline

Source: National Center for Chronic Disease Prevention & Health Promotion - Behavioral Risk Factor Surveillance System: <http://apps.nccd.cdc.gov/brfss/display.asp?yr=0&state=MD&qkey=4396&grp=0&SUBMIT3=Go>

Between 2000 and 2008, Maryland made substantial progress in reducing the use of tobacco products by underage youth, adults, and pregnant women per the 2008 Maryland Adult and Youth Tobacco Surveys:

24% decrease in tobacco use among all youth.
25% decrease in tobacco use among all adults.
28% decrease in smoking among pregnant women.

There has been even greater success among cigarette smoking alone, bringing Maryland to the 4th lowest rate of adult cigarette smoking in the nation in 2008.

51% decrease among middle school youth.
33% decrease among high school youth under 18.
27% among adults.

Additionally, there has been a greater increase in protection from exposure to secondhand smoke:
95% of Maryland adults report no smoking occurs indoors at their workplace.
Maryland has enjoyed a 60% increase in youth reporting they were not exposed to secondhand smoke indoors.
There has been a 26% increase in youth reporting they were not exposed to secondhand smoke while riding in a motor vehicle.

For more information about Maryland's Tobacco Cessation programs, visit Tobacco Use Prevention and Cessation .

For more information about FDA and the Tobacco Control Act visit:
FDA Tobacco Products Web site: www.fda.gov/tobacco
Info on Regs to Protect Kids from Tobacco: www.fda.gov/protectingkidsfromtobacco
FDA Center for Tobacco Products Year in Review (provides overview of mission and accomplishments):
<http://www.fda.gov/downloads/TobaccoProducts/NewsEvents/UCM216374.pdf>
New England Journal of Medicine article on the Public Health Approach to Tobacco Control Act Implementation:
<http://www.nejm.org/doi/full/10.1056/NEJMp1004152>